

# COIN CONNECTION

Atari, Inc. 1265 Borregas, Sunnyvale, California 94086

## ATARI FIRST TO PRESENT NIGHTTIME RACING

SUNNYVALE, Calif. — For the player who prefers high-speed racing at night, look out for Night Driver, another Atari video game thriller! The operator chooses from two different sets of three tracks, to increase player shift. Players then select from the Novice, Pro or Expert tracks of that set, start their engines and race into the night to play Night Driver. Night Driver is the first video game to offer players the excitement of night racing.

In the cockpit of his own Sebring-type racer, one player races for the highest speed and points. The player controls his speed down the twisting driving road on the monitor with an accelerator. More accelerator pressure means top speed as the player tries to control the car around curves.

Not only is the nighttime video action realistic but audio sounds of screeching tires, crashes and whining gears add to the fantastic realism.

Exciting blacklight car graphics are illuminated by ultraviolet light creating a realistic and eerie nighttime scenario.

Night Driver is designed with an exclusive self-test program which allows all testing of switches including steering, gas pedal, gear shift and all microprocessors. Game time can also be adjusted to 50, 75, 100 or 125 seconds.

Dimensions of Night Driver are: Height 72"; width 25.25"; and depth 29".

Night Driver is designed for rugged, long lasting racing action and suspense. The game's standard features also include exclusive Durastress™ tested solid state electronics, locking cashbox, hinged coin door. Atari's Instapart™ 24-hour parts turnaround service is also available from Atari distributors everywhere.

More details on Night Driver are available now from your Atari distributor, or contact Atari, Inc., 1265 Borregas Avenue, Sunnyvale, Calif. 94086, (408) 734-5310.



## ATARI'S SPRINT 2 MAKES EVERYONE A WINNER

SUNNYVALE, Calif.—Atari puts more thrills, adventure and money-making potential in yet another new game. Sprint 2, one of Atari's latest coin-op racing games, makes everyone a winner.

It's a race against the clock and each other for players of Sprint 2. Action is fast and plentiful from the beginning as one or two players choose one of the 12 tracks to race against the clock for points. Around the track they roar, controlling their own steering wheels and competing against two automatic gray cars on oil slick settings. Hitting other cars or barriers causes suspenseful loss of control and precious game time.

Sprint 2 is almost 12 games in one as each track has its own adventure, thrills and pre-determined score to compete against. Always a new driving challenge, video realism is heightened and action is faster with Atari's new microprocessor technology.

"The replay appeal of Sprint 2 is very high," said Frank Ballouz, national sales manager. "We've combined the winning features of previous successful driving games with extra competition, faster speeds and more tracks," he added.

Game scores determine whether players are "Granny," "Rookie," or "Pro".

Designed for profit incentive, extended play and new player appeal, Sprint 2 offers extended game time when a track's pre-determined score is won.

Game features include more thrills from a four-speed N gear shift, and larger speakers to relay roaring engines, gear shift whines and screeching tires.

Atari standard features include exclusive Durastress™ tested solid state electronics, locking cashbox, and hinged coin door. Atari's Instapart™ 24-hour parts turnaround service is also available from Atari distributors everywhere.

More details on Sprint 2 are available now from your Atari distributor, or contact Atari, Inc., 1265 Borregas Avenue, Sunnyvale CA 94086, (408) 734-5310.



# MARRIOTT'S GREAT AMERICA

SANTA CLARA, Calif. — BANG! KLANG! POW! SCORE! The electric colors of the words flash across the arcade wall. Color is only the beginning of the dazzle of the world of arcades at Marriott's Great America Park in Santa Clara, California.

Great America offers not one but two spectacular arcades! And while the arcades represent a hot spot of fun for Great America crowds, the arcades also represent the highest profit making activity in the Park.

Frank Ballouz, national sales manager of Atari, notes that Marriott's arcade profits are indicative of the economical upswing the entire industry is taking. "Our 1976 demand far surpasses any previous year," said Ballouz.

Altogether, 145 coin-op machines reside at the two Great American arcades. Approximately 25% are pinball machines, 35% are video, and 40% are mechanical designs, according to Bob Lundquist, group manager of games for Marriott's two parks in Santa Clara, California, and Gurnee, Illinois. Another park is being planned near Washington, D.C. Almost 13% of the machines are manufactured by Atari, Inc., in Sunnyvale, California. More Atari machines are planned because of their enormous drawing power and high quality.



Present Atari games at Marriott include: Jet Fighter, Crash 'N Score, Pursuit, Stunt Cycle, Tank, Qwak, Indy 800, Touch Me, Track 10, Steeplechase, Grand Track 20 and Ping Pong. "Marriott has selected some of Atari's highest player attraction games. All of them have built-in replay appeal," noted Ballouz.

"Atari is simply the best video equipment you can buy," says Lundquist. "When budget permits, we're looking to increase our inventory of Atari games," he added.

Lundquist attributes the phenomenal success of the two arcades to their locations at the park and to people who come looking for fun and ways to spend money.

"About 40% of the total daily park attendance comes through the arcades," says Lundquist. On a good summer weekend, as many as 30,000 people a day find fun at the park.

The first arcade, CIRQUE ELECTRIQUE, can be found in the Orleans Place section of the Park. Although the quaint streets, charming shops and French New Orleans setting contribute to the atmosphere around the arcade, the arcade decor and machines are not themed.

"Disneyland is the only arcade location that has themed games. Although I believe environment and atmosphere are extremely important in some arcades, I really don't

see any purpose in themeing our games to a particular motif right now," says Lundquist.

In reference to game themeing, Atari's Ballouz said that Atari has just recently introduced an adaptable Kiosk, which is custom designed to reflect and enhance each particular location. "We expect to see this trend of image identification grow in parks, malls and rapid transit sites."

Bold wall graphics, plants and 76 games in a spacious angular room provide atmosphere for the players at CIRQUE ELECTRIQUE Arcade. Grabbing the attention in the center of the arcade is Atari's huge TANK game for eight players. TANK 8, one of the most popular games at CIRQUE ELECTRIQUE, offers lots of player competition, group action and excitement.

When you visit the County Fair at Great America, you're sure to see the arcade action at the GAMES GALLERY, Great America's other arcade.

Surrounded by a carnival motif and decorated with bold graphics, the County Fair offers 69 games with Atari's eight player Indy 800 game in the center of the floor. "Indy 800 is a racing game that can't be beat for strong player appeal. It's got everything," said Lundquist.

Lundquist added that both the New Orleans Place and County Fair sections of the Park are popular and receive much traffic. "People can't miss seeing the arcades and naturally wander in. That's the difference between a Park arcade and a conventional arcade. People are simply already here for fun," says Lundquist.

In addition to CIRQUE ELECTRIQUE and the GAMES GALLERY, Marriott's Great America also intends to create a third arcade for a new section of the Park now in the planning stages. Having a Southwestern/Mexican motif, the section will include an arcade of similar size and decor to the other existing two. The new Southwestern/Mexican section should be completed by summer 1978.

In maintaining the two arcades, Marriott is, in a word, self-sufficient. All repair work except printed circuit board repair is done on the premises by a permanent service staff of three. A part-time crew assists during summer months.

Lundquist notes that each arcade always has one to three maintenance/service people on site. One or two cashiers to assist players also man each arcade.

"For care-free service, all of Atari's machines include exclusive Durastress™ tested solid state electronics, locking cashbox, and hinged coin door. Atari's Instapart™ 24-hour parts turnaround service is also available from Atari distributors everywhere," said Ballouz.

To deter vandalism and control the number of maintenance personnel, a closed circuit television surveys each arcade during business hours.

Future plans for Great America's arcades include more video display games, especially Atari games, more live plants for decor, a third arcade, and possibly a year 'round season according to Lundquist.

Great America's present season schedule is: daily from Memorial Day to Labor Day; weekends from Labor Day to Thanksgiving; closed from Thanksgiving until Spring.

The image of coin-op games is changing for the better, according to Lundquist. "The games are becoming accepted as real family entertainment. Great America proves it," he added.

# TROUBLESHOOTING TANK

When the beep goes out of your game or when the ping goes out of your Pong, if you want to inject new excitement into Atari games, do it! Clip, lift and short your way to modify the action. For new thrills for Tank Players, make the tank shells shoot around corners. Just clip and lift pins 1 and 2 on chips M2 and M4. After shell is fired, if tank is rotated, the shell will move with the tank rotation.

To change the playfield, just short the D9 pin 6 to ground.

To minimize or eliminate any of Tank's playfield flutter, install 2000 uH induct across R54 (39ohm) on TV PCB. This will parallel the existing 2000 uH inductor. If the flutter persists, clip and lift B11 pin 6. Jump B11 pin 6 to B7 pin 11. Jump B14 pin 3 to B7 pin 13 and jump B11 pin 11 to B7 pin 12.

You can troubleshoot and modify Atari games now. For more information, contact your distributor or call our toll-free customer service number: 800-538-6892.

# ATARI, INC. TO MAKE BIG SHOWING AT MOA CHICAGO SHOW

SUNNYVALE, Calif. — Atari, Inc., manufacturer of video, arcade, and pinball games in Sunnyvale, California, chooses the MOA Chicago and the IAAPA New Orleans shows to unveil their newest games.

To demonstrate and answer questions, Atari administrators and engineers are on hand. Frank Ballouz, national sales manager for Atari, commented, "This is exciting for us, having two consecutive opportunities to show Atari's newest products in the marketplace."

Unveilings, demonstrations, and grand debuts of new games are featured at the two Atari booths covering 500 and 1000 square feet respectively, in Chicago; 800 square feet of booth space in New Orleans.

Atari has also planned social functions for distributors and local and trade media.

Nolan K. Bushnell, founder and chairman of Atari, notes that at the 1976 MOA, Chicago and the IAAPA, New Orleans, Atari is participating in a big and fun way.

## COIN CONNECTION DEBUTS

Welcome to the first issue of Coin Connection, Atari's official monthly newsletter. Each month look to Coin Connection for up-to-the-minute news, game troubleshooting, location features (maybe yours), industry news, and more. To be sure you get the news from and about Atari every month, fill out the form below and mail it today.

### PLEASE CHECK APPROPRIATE BOX(ES):

NAME: \_\_\_\_\_

TELEPHONE NUMBER: AC ( ) \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

DISTRIBUTOR       ARCADE OPERATOR  
 MANUFACTURER       STREET OPERATOR  
 AMUSEMENT PARK OPERATOR  
 OTHER (SPECIFY) \_\_\_\_\_

### IF OPERATOR:

APPROXIMATELY HOW MANY TOTAL UNITS DO YOU OPERATE?

100 OR LESS       300 TO 1000  
 100 TO 300       1000 OR MORE

DO YOU OPERATE MUSIC?       YES       NO

DO YOU OPERATE VENDING?       YES       NO

# NEW ATARI HEADQUARTERS

SUNNYVALE, Calif. — Atari, Inc. blasts off into a new corporate headquarters at 1265 Borregas Avenue, Sunnyvale, California 94086. Those wonderful people who brought you technological breakthroughs in the video amusement industry are making unique and profit-making games in a corporate campus of six buildings with over 275,000 square feet.

Atari, manufacturer of consumer and coin-op video games, is historically recognized for superior products made possible by an innovative staff and facilities designed for maximum service and production performance.

Housed in the new headquarters are administrative, engineering, marketing research, and manufacturing departments along with international and domestic marketing.

Atari's new headquarters will also house the largest marketing department of the amusement coin-op field. Providing marketing and sales support to the industry's largest independent distributor network, the marketing department is experienced in all phases of the amusement industry. The Atari international marketing department works closely with the Atari-Europe division located in Baumes Les Dames, France, providing manufacturing, distribution and service support.

Atari's policy remains: focus on building games that generate higher sustained player appeal for higher profits. Current winners of recent research and development efforts include the exciting Indy 4 and Indy 800, spectacular four and eight player attractions with full-color TV racetrack action and realistic sound effects. Manufacturing and marketing divisions are currently launching a new and unique line of pinball games. Utilizing all solid state and microprocessor technologies along with familiar hardware, these new games offer new reliability and more exciting player challenges.

Atari's engineering department recently pioneered new territories with Compugraph Foto, combining digital computer technology with closed circuit TV to produce a computer graphic portrait in less than two minutes which can be transferred onto T-shirts.

And the beat goes on with Atari's new Kiosk. The Atari The-



are Kiosk is composed of a number of pie-shaped pieces, a different video game within each piece. The concept combines extra sophistication with high profits for shopping malls, rapid transit depots, or any high traffic location.

New products, new techniques, new directions are all a part of the Atari success story. Since 1972, Atari has grown from a simple operation, working out of a garage, to a major corporation with approximately \$40 million sales and 800 employees. "Now," enthused Atari founder and chairman Nolan Bushnell, "as a division of Warner Communication, Atari increases its capability for greater expansion and market penetration. Another Atari chapter begins."

## ATARI THEATRE MAKES EVERYONE A STAR



Video games aren't wall flowers any longer. Atari, Inc., manufacturer of consumer and coin-op games, is dancing them into the center floor of shopping malls, rapid transit depots, hotel lobbies and other untraditional locations!

The Atari Theatre Kiosk, a series of two to six pie-shaped units, integrates Atari's newest video games into each of its angles. Put two games snugly into a corner, three games against the wall, or six games in the six-sided configuration in

the center of the room.

The Kiosk is a new dramatic display designed to upgrade the game industry image through public appeal and high profits for the location.

A real attention grabber is the Kiosk's optional towering top piece. Visually dazzling, the top piece also provides profitable advertising space or information. Light up the Kiosk, too, with a choice of backlighting, front light, or rear screen projection!

"The Kiosk is for locations which do not accept the amusement products because of appearance," said Frank Ballouz, national sales manager for Atari. "The Atari Theatre environment uniquely appeals to high-quality clientele," he added.

With Atari Theatre, any location can have its personalized Kiosk. Not just another pretty face, the Kiosk is practical, good business sense, too. Increased player appeal and subsequent high profits accompany the Kiosk's good looks. Once the Kiosk is on location, old games are replaced simply by replacing the control panel, score glass and computer.

Color the Kiosk any color. Put your logo on it. The Kiosk is custom designed to project the image of the location . . . and still be the center of attention.

Present Kiosk games are: Space Race™, Trak-10™, Tank™, Quiz Show™, Jet Fighter™, Stunt Cycle™ and Pong Doubles™, all of Atari's latest video games will be available in the future.

Atari, Inc. is located at 1265 Borregas Avenue, Sunnyvale, California.